



UNIVERSITY OF CENTRAL FLORIDA

Board of Trustees
Advancement Committee Meeting
January 24, 2019
UCF Rosen College of Hospitality Management

MINUTES

CALL TO ORDER

Trustee Joseph Conte, chair of the Advancement Committee, called the meeting to order at 8:41 a.m. in the Disney Dining Room at the UCF Rosen College of Hospitality Management. Committee members Kenneth Bradley, Josh Boloña, and Alex Martins were present. Chairman Marchena and Trustees Garvy, Lord, Seay, and Yeargin were also present. A quorum was confirmed.

MINUTES

The minutes from the November 15, 2018 meeting were approved as written.

NEW BUSINESS

Alumni, Development, and Foundation

Mike Morsberger, vice president for Advancement and CEO of the UCF Foundation, presented the recommendation for the naming of Adam M. Rosen Hall.

- Naming of Adam M. Rosen Hall (ADVC-1)

The Advancement committee unanimously approved the item.

Morsberger also provided an IGNITE Campaign update, reporting total attainment of \$479.5M as of December 31, 2018. He reminded the committee that this will be the last update on total support raised until the campaign concludes.

Mike also shared preliminary plans for post-campaign analysis and how that will inform the fundraising strategy looking ahead to the next campaign.

Communications and Marketing

Grant Heston, vice president for communications and marketing, introduced Patrick Burt, associate vice president for communications and marketing, who gave a presentation about UCF Online—a collaborative initiative run between Digital Learning, UCF Connect, and UCF Communications and Marketing.

Burt highlighted ways that UCF Online has impacted the university's national presence and reach, including lead and enrollment growth. He also shared a look ahead for UCF Online's expansion in 2019.

Chair Conte requested that Patrick follow-up with the committee and provide additional information related to student performance, GPA, what classes they are taking, and how often students come to campus. Trustee Bradley also requested more information about Purdue's thinking behind "Purdue Global."

Chair Conte adjourned the meeting at 9:18 a.m.